

ORDER



Orders
Order / Rev: 719855
Alt Order #: 06361056
Product Desc: RNC-ROMNEY
Estimate: 474
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ RNC
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	59	\$80,650.00	\$68,552.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	59	\$80,650.00	\$68,552.50	0.00
Totals	59	\$80,650.00	\$68,552.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/08/12	10/09/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,400.00		0.00			
2	WKYC	10/03/12	10/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,400.00		0.00			
3	WKYC	10/08/12	10/09/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,400.00		0.00			
4	WKYC	10/05/12	10/05/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,400.00		0.00			
5	WKYC	10/03/12	10/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$600.00		0.00			
6	WKYC	10/08/12	10/09/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
7	WKYC	10/08/12	10/09/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					4	\$400.00		0.00			
8	WKYC	10/03/12	10/05/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	6	\$400.00	P-2	0.00	NM	6	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					6	\$400.00		0.00			
9	WKYC	10/08/12	10/09/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$500.00		0.00			
10	WKYC	10/03/12	10/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$500.00		0.00			
11	WKYC	10/03/12	10/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$600.00		0.00			
12	WKYC	10/08/12	10/09/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
13	WKYC	10/08/12	10/09/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$3,200.00	P-2	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$3,200.00		0.00			
14	WKYC	10/03/12	10/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					1	\$2,400.00		0.00			
15	WKYC	10/08/12	10/09/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					1	\$2,400.00		0.00			
16	WKYC	10/03/12	10/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					1	\$2,400.00		0.00			
17	WKYC	10/08/12	10/09/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$2,400.00		0.00			
18	WKYC	10/03/12	10/05/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$2,400.00		0.00			
19	WKYC	10/03/12	10/05/12		CM	1135p-1237a	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show											
				Tonight Show											
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-- WTF--		3	\$1,200.00			0.00						
20	WKYC	10/08/12	10/09/12	Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				Tonight Show											
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/08/12	10/14/12	MT-----		2	\$1,200.00			0.00						
21	WKYC	10/08/12	10/09/12	M-F 5-6a	CM	5a-6a	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
				Channel 3 News @ 5AM											
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/08/12	10/14/12	MT-----		2	\$650.00			0.00						
22	WKYC	10/03/12	10/05/12	M-F 5-6a	CM	5a-6a	-- WTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
				Channel 3 News @ 5AM											
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-- WTF--		3	\$650.00			0.00						
23	WKYC	10/05/12	10/05/12	Fri Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				Fri Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	----F--		1	\$5,000.00			0.00						
24	WKYC	10/06/12	10/06/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				NBC Today Show (Sa)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S-		1	\$1,400.00			0.00						
25	WKYC	10/06/12	10/06/12	Sat 9-1030a	CM	9a-1030a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				Channel 3 News 9am Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S-		1	\$1,400.00			0.00						
26	WKYC	10/06/12	10/06/12	Sat 11-1135p	CM	11-1130p	-----S-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				LN SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S-		1	\$2,400.00			0.00						
27	WKYC	10/07/12	10/07/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				NBC Today Show (Su)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S		1	\$1,400.00			0.00						
28	WKYC	10/07/12	10/07/12	Sun 6-630p	CM	6-630p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				Channel 3 News at 6p SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S		1	\$2,400.00			0.00						
29	WKYC	10/07/12	10/07/12	Post NFL News	CM	Various	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				LN Sun Follows NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	-----S		1	\$2,400.00			0.00						
30	WKYC	10/03/12	10/03/12	Prime Political Program	CM	Prime Political Program	--W----	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
				Prime Political Program		(9:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/01/12	10/07/12	--W----		1	\$8,500.00			0.00						
Totals													59	\$80,650.00	